

## An unexcelled line of Smokers' Requisites

## HONOLULU'S LEADING TOBACCONIST FITZPATRICK BROS., Ltd. 926 FORT STREET

Our choice selection of Manila Cigars  
assures the most exacting of  
absolute satisfaction.

## R. O. MATHESON TALKS TO AD CLUB URGES ADEQUATE DISPLAY AT FAIR

[The following talk on "Just Advertising" was delivered by R. O. Matheson, editor of the Advertiser, before the Honolulu Ad Club this week and proved one of the most interesting of the many talks before the live-wire organization.]

Gentlemen: This club has had very many excellent addresses on very many subjects, but it is a long time since the Honolulu Ad Club had anyone suggest that he arise with a few remarks about advertising. Of course, practically everything that has been said here has its advertising application, because advertising includes a great deal, from slitting skirts to a world's cruise by a battleship fleet; but just plain, everyday, so much an inch per insertion advertising has not been brought before you since the advent of Long John Silver.

Ed. Towse, described the Ad Club to an inquirer as a club where they talk about everything on earth except advertising. This is true so far as it goes. I agree with Mr. Towse in what he said, but not in what he meant. The Ad Club teaches advertising without words; it talks advertising all the time without saying very much about it.

Before my regeneration, that is before I was bereft of my three dollars and elected to membership in the Ad Club, I addressed what was then the Ad Club, a collection of some thirteen men eating a 35-cent lunch at the Palm and ready to fight with anyone over anything. I had been invited to talk to the club on the subject of billboards, but I found after I arrived at the Palm that I was to be made the subject of a drumhead court-martial. I made my little talk; was talked back at, and the session was fairly lively. But I lacked everything that the club has now in the way of good-fellowship, mutual boosting, the getting-together that has made this organization an undoubted force not only in Honolulu but in practically every part of the territory. And that evolution came through advertising. The Ad Club wandered away from home and suddenly found itself within the Hilo spotlight. It was up to the club to justify itself or get off the earth. It rose to the occasion. It commenced to advertise its presence in Hilo and it kept growing with a sense of its own importance as the advertisements started to pay. But that is an old story—only another proof that advertising pays.

Now, I believe that I am about the first one to appear before this club to talk about advertising from the viewpoint of the editorial rooms of a daily paper, and, in touching this subject I make a reference to the Advertiser. I trust that you will not put it down to any desire to boost my own particular game, or advertise the Advertiser unduly. I simply wish that the moral that adorns my tale may be a moral that I know something about. Prior to coming to Honolulu I was owner, publisher, editor, typesetter, job printer, solicitor and collector of a newspaper, and I know a little about the business office end of newspaper advertising. But that is the end that the majority of you are most familiar with. You advertisers meet the ad solicitor and hear his promises of what position you are going to get, what extra pains will be taken to place your paid space next to the liveliest news story in the edition. You are promised anything you ask for, almost, and then, when you sign the contract, the real trouble commences. While one solicitor was selling you a certain space, another solicitor has been selling someone else the same space, and when the two get back to the office they discover that the editor has decided to use the whole of that particular page for some special story for which the staff photographer is out getting the pictures.

What's to be done? A newspaper is not like a hot lot of cloth, from which

one could make a suit. The Honolulu papers would be worth much more to the advertisers if the advertising rates were doubled and each advertiser used just half the usual space. I thought I had made my point clear, that relatively speaking none would suffer and the paper could give more news and use more illustrations, but the only effect my suggestion had on the advertiser was to paralyze him at the idea of any paper talking about doubling rates.

So much for the local editorial staffs, who are working to make the advertising in their respective papers pay, and who only want the cooperation of the ones who foot the bills to make the advertisements pay better.

There is another question of advertising in which all Honolulu should be interested—in which all Hawaii is interested, and that concerns the question of properly advertising the territory at the San Francisco fair. The governor tells me, as late as yesterday, that he has not yet made up his mind whether the finances of the territory will allow the expenditure at San Francisco, that is, the legislature authorized. Now this is an important matter, a matter of advertising that should interest this club keenly. As advertisers, I believe that you appreciate the benefit that a suitable Hawaiian building and a suitable Hawaiian exhibit at the fair will bring us. My personal opinion is that it would be the height of folly to withhold the appropriation or any considerable part of it. One hundred and thirty thousand dollars, which is H. P. Wood's estimate of what the expense of the building and exhibit will be, is a lot of money but a mere bagatelle in comparison to what results we may expect from the expenditure of it. The territory has to economize. I grant you. But there are ways of saving that amount of money in the government of these islands every year. Let us insist on economy, but do not let this club let the opportunity pass to tell the governor that cutting off the Panama money is not economy, is not good business.

The tourist land nearest to us in the most ways is Bermuda, the little British island. I note that within the last month that island has voted to pay a subsidy of \$80,000 a year for 10 years to the Canada Steamship Lines, limited, for which the line will put on a new tourist steamer between New York and Hamilton; Bermuda, and guarantee to bring to the island each year 22,000 more tourists. The Bermuda government is to build another great hotel and lay out a new golf links for these thousands. The steamship company agrees to give a freight rate lower than that now in force and to provide 50,000 cubic feet of chill room accommodation to handle the Bermuda fruit exports. Bermuda is a crown colony, with a white population of 7000 and a negro and Indian population of 10,000. Hamilton, the capital city, is smaller than Hilo.

On the north we find the Canadian government appropriating \$600,000 for the San Francisco fair and spending every year \$200,000 in printer's ink alone in the United States. The result is that nearly 1,000,000 Americans have gone north and have taken into Canada millions after millions of American dollars. Does it pay Canada to advertise? It certainly does, and it will pay Hawaii in even greater proportion, because the ones attracted north go with comparatively little money, while the ones who come to Hawaii come with yellow-lined pockets, ready to spend if we can only give the visitors a chance to spend.

I have no formal resolution to offer, but I suggest, Mr. President, that this club does go upon record in this matter of the San Francisco fair. We need the business that some real advertising on the Coast can bring us. The Promotion Committee is doing wonders with the funds at its disposal, but to do justice to Hawaii with a trifle like \$8000 a year is like trying to bale out the Pacific ocean with a teaspoon.

I suggested once to a prominent Honolulu merchant that the Honolulu papers would be worth much more to the advertisers if the advertising rates were doubled and each advertiser used just half the usual space. I thought I had made my point clear, that relatively speaking none would suffer and the paper could give more news and use more illustrations, but the only effect my suggestion had on the advertiser was to paralyze him at the idea of any paper talking about doubling rates.

Decorate for Washington's Birthday.

## HAWAII OF OLD RECALLED BY THE 'SEWING CIRCLE'

Presentation Harks Back to the  
Days Before Gold Craze  
in California

A breath and a scene of old Hawaii, the Hawaii as the missionaries knew it years ago, before the cry of gold was heard in California, was enjoyed yesterday afternoon when the "Missionary Sewing Circle" was presented at the Old Mission house under the auspices of the Friend.

The performance was as simple and impressive as the life of the missionaries themselves in the early forties. The parts were all taken by descendants of missionaries, with costumes faithful to the day and the people they depicted. It avoided any attempt at the spectacular, and its strength and impressiveness may be traced to this fact.

"The performance is merely to show," said James Wyder, the director, "the life of the missionaries here in the early forties as clearly as possible."

A good-sized crowd was present, divided between tourists and residents. The entertainment was heartily applauded and proved a great success. It was interesting from beginning to end. The entrance of the premier with her retinue was particularly interesting, and Miss Martha Kaheoka, who played the part of the premier, did exceedingly well. A group of girls from the Kawaiahae seminary furnished a prelude to the entertainment, singing old Hawaiian melees or chants.

The exhibit of relics, associated with early missionary life here, which has attracted large crowds to the Old Mission home, has been highly appreciated and the place was kept open until 1 o'clock today. Miss Agnes Judd, head of the museum committee, has worked very hard for the success of the exhibit; she has been assisted by Miss Emily Wartner of the Friend.

The cast for the performance included Miss Ethel Damon, Mrs. J. P. Erdman, Miss Emily Farley, Miss Ruth Shaw, Miss Laura Atherton and Miss Frances Bond.

Queen Liliuokalani was present at the performance, accompanied by Curtis P. Iaukea. With her in the booth were Governor Pinkham, Admiral and Mrs. Moore, General and Mrs. Macomb. The booth, handsomely decorated, was arranged by Miss Beatrice Castle.

## HAWAII MISSION WORK CLEARLY OUTLINED BY REV. JOHN W. WADMAN

In a brief but highly interesting address, Rev. John W. Wadman, formerly superintendent of the Methodist Missions of Hawaii, yesterday afternoon at the session of the ninth annual conference of the Methodist Episcopal church set forth in detail the work which the local missions under the jurisdiction of that denomination have accomplished during the past nine years. The rest of the afternoon was given over to a discussion of the Korean mission work.

At the morning session Bishop Naphtali Luccock delivered an address on the subject "Responsibility of the Pastor" and at nine o'clock this morning spoke on "Personal Consecration." The bishop will conduct the services in the Methodist church tomorrow, both in the morning and evening, and at the close of the morning services will ordain two new pastors, a Japanese and a Korean. The conference will come to a close Monday afternoon.

## AT THE HOTELS

MOANA HOTEL  
Louis R. Metz, R. M. Siemon, Omaha, Neb.; Mrs. A. B. Tatham, Miss Ethel Tatham, Chicago; Henry C. Field, C. F. White, Seattle; Mr. and Mrs. Bolt, Mr. and Mrs. Weyerhaeuser, Mr. and Mrs. S. D. Culver, St. Paul, Minn.; Mr. and Mrs. J. M. Fuller, New York; Mrs. E. H. Dodge, Oakland; Mrs. Grace Layman, Oakland; Mr. and Mrs. A. C. Bartlett, Chicago; Mr. and Mrs. A. S. Mather, Cleveland; Mr. and Mrs. Wm. F. Peet, St. Paul, the Misses Peet, St. Paul; Mr. and Mrs. Morgan A. Jones, Hudson, N. Y.; Mrs. Irene Prather, San Francisco; Mr. and Mrs. W. J. C. Wakefield, Spokane, Wash.; Mrs. Max Houser, Portland, Ore.; Mr. and Mrs. Everett L. Brown, New Bedford, Mass.; Mrs. S. Otis Livingston, New York city; Mrs. Richard H. Hunt, New York city; B. Munster, Yokohama; H. Abegg, Yokohama; Dorothy Farnes, Santa Rosa, Mr. and Mrs. A. G. Griffin, San Francisco; G. H. Falfour, Ladie Morrill, Duncan Mill; H. S. Wilkinson and wife, New York; Miss Margaret Wilson, San Francisco; Miss Elsie Sherman, San Francisco; Miss Elizabeth S. Bull, San Francisco; Mrs. F. H. Ransom, Portland, Oregon; Mrs. R. S. Barnes and son, Portland, Oregon; Mrs. Horice T. Herrick, Keokuk, Iowa; Miss Marjau Rice, Albany, N. Y.; Miss E. McClinck, Philadelphia; Mr. and Mrs. Stitt, Kobe, Japan; Wm. H. Bishop, London; Mr. and Mrs. J. Craik, Haverly, New York; Mr. and Mrs. W. G. Channon; Mr. and Mrs. J. M. Ashton, Tacoma.

## MAYOR OF TOKIO TICKETS ON SALE

Tickets for the second performance of "The Mayor of Tokio" were put on sale this morning at the Promotion Committee rooms, Young building. The performance will be given Tuesday evening at the opera house. The many requests made by persons who were unable to attend the musical comedy Wednesday night when it was staged on the Puna-hou grounds are responsible for this second performance.

## Wonders of Century

The wonders of this century are steam and its infinite application, uniting the world by railroads and steamships; electricity, belting the earth in instantaneous communication by the telegraph and cable and the wireless; the Suez Canal, which binds the North and South American Hemispheres in mutual interdependence and makes the Pacific ocean the highway of nations; the inventions and discoveries which have multiplied power so that production can take care of increasing populations better than ever before, and the advances in medicine and surgery, which have found out the sources and removed the terrors of plagues, diseases and fractures, which for ages have devastated and tortured mankind. Education has been popularized and brought within reach of all at the expense of the state, with increasing liberty and opportunity. But the greatest wonder of all is the United States of America, which has passed its one hundred and twenty-fifth year, a few bones. Hunting parties are unchanged in its constitution and in organized everywhere.

## LITTLE FRENCH GIRL DEVoured BY WOLVES

[By Latest Mail]  
PARIS—The long-continued cold, especially in the central districts of France, is bringing numbers of wolves, frantic with hunger, out of the woods. A little girl at La Coquille, near Perigueux, was devoured by wild animals, the searching party finding only a torn pinafore and a few bones. Hunting parties are unchanged in its constitution and in organized everywhere.

## SOCIETY LEADER AGAINST CHANGE IN COSTUME OF JAPANESE WOMEN

S. Sheba, editor of the Nippu Jiji, the local Japanese newspaper constantly in receipt of letters from prominent Honoluluans, other than Japanese, giving their views on the much-agitated question as to whether or not the Nipponese women of Honolulu should continue to wear their native dress or adopt in its place the garb of the Occident. These letters have been turned over to the Star-Bulletin for publication.

A local society leader writes as follows: "Your article in last Saturday's issue of the Star-Bulletin regarding the projected change of style in the dress of the Japanese women, arouses, I venture to assert, protest. Artistically, it would be a great mistake; I see no advantage in its change. It would indeed detract from Honolulu a certain picturesque quality, which the

mono-clad Japanese women in our city create."

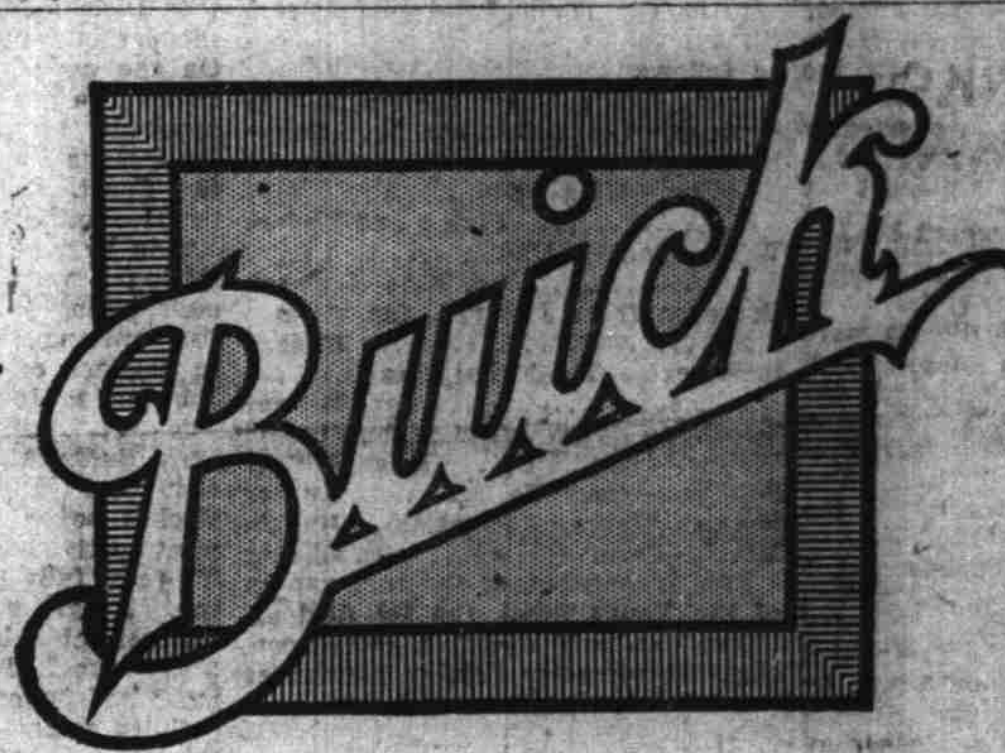
Another writer signing his—or her letter "conservative," writes: "You ask for an expression of opinion as to whether the Japanese woman of Honolulu should give up her present dress and adopt the European costume. No, by all means, no. The kimono and obi are distinct, artistic and in harmony with her figure. If she gives up her national dress and adopts the corset and the ever-changing fashions of the Europeans—and the Americans—she loses the individuality which she now has, and will be lost in the general run of women of all nationalities, and in this crowd she will not appear to advantage, as her form is not such as to carry to advantage the existing styles. May the pleasing lines of the natural Japanese woman's figure never be ruined by the corset."

The temperature in Paris has shown a slight improvement, the mercury standing above the freezing point for the first time in many days. In the country districts the cold is growing more intense and the weather bureau promises no immediate hope of higher temperatures.

The cold is likely to prove disastrous, as many farmers have sown late wheat, and it is feared that crops in many places will be destroyed.

## EIGHT-HOUR SERVICE.

Bring your films to us for developing and printing. Kodagraph prints are clear, crisp and free from curl or crinkles. The Kodagraph Shop, corner Hotel and Union streets—advertisement.



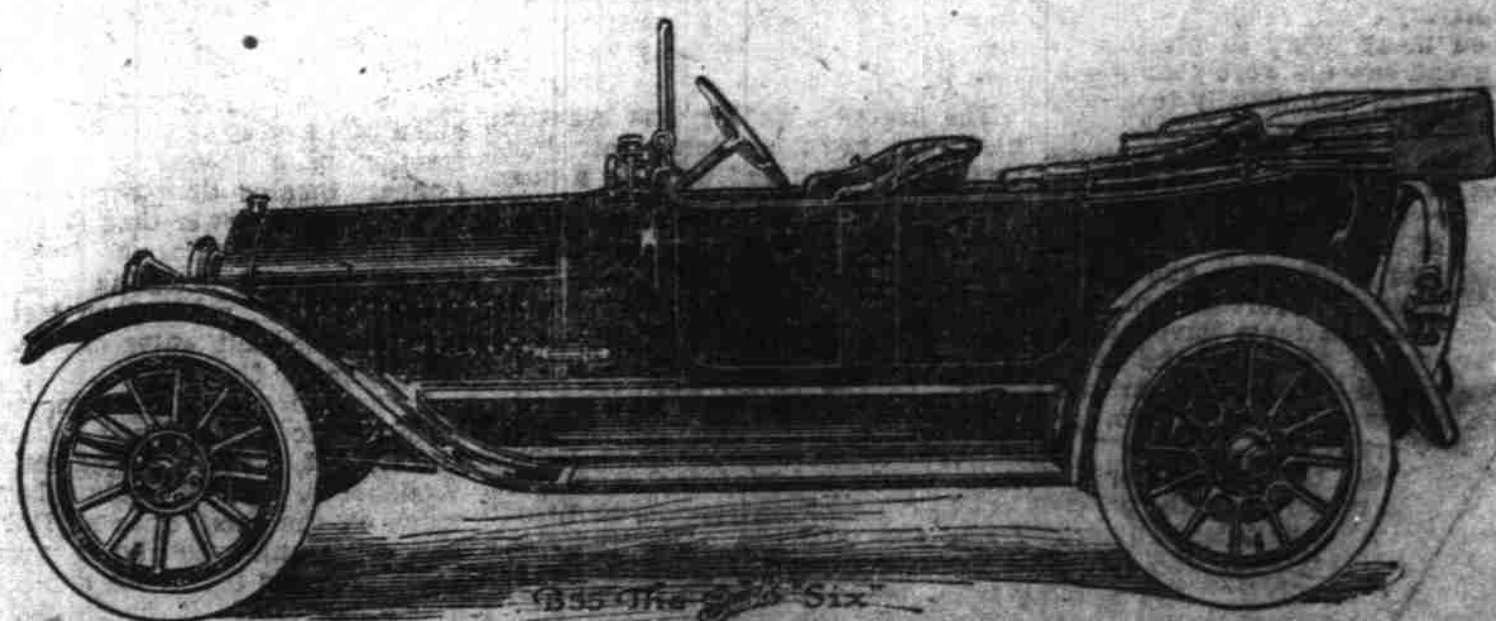
## THE NEW BUICK SIX MODEL B-55

The Buick Six is new in its design, but old in the experience of its makers. Throughout, it is founded upon the principles of sound construction, that ten years have proved of unalterable worth.

It fulfills all that six-cylinder construction promises; it combines the valuable qualities of other cars of this type, while affording in its Overhead Valve motor a feature that distinguishes it from any other Six whatsoever.

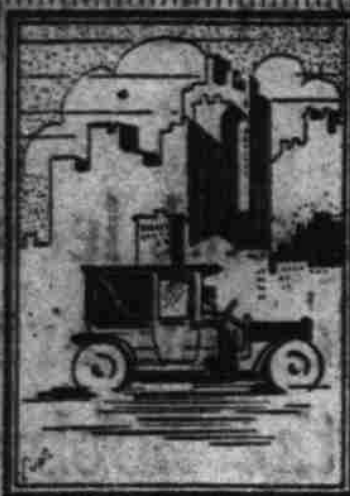
This Buick Motor gives a compactness of design, a surplus of power and an economy of operation that make the Buick Six, in a way, revolutionary in six-cylinder construction.

The Buick Six Touring Car is a finished automobile, the sign and symbol of an owner of individuality.



## The von Hamm-Young Co., Limited.

HONOLULU AND HILO.



## Drive? A Car?

PLEASURE CAR, TAXI OR DELIVERY?

Whether you drive a car for pleasure or as a business it's hard on your clothing. Oil or grease spots and other soil or stains on clothing are difficult problems to handle, but send the garment to us for

## Abadie's Dry Cleaning

Our experts know just how and what to do with every fabric in order to eliminate all signs of spots or soil.

## FRENCH LAUNDRY,

J. ABADIE, Prop.  
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